MULTIMEDIA **UNIVERSITY**
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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

MIT7213 – MULTIMEDIA & IT
(All Sections / Groups)

6 FEBRUARY 2017
2.00 PM – 4.00 PM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 1 page. It contains essay questions only.

2. Please answer **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the answer Booklet provided.

Essay Questions.
Please answer **four** out of **five** questions. (Each question carries 25 marks)

1. Twenty-first century communication has changed how we connect to the world in three essential ways: connectivity, authenticity, and style. Technology has made information accessible and transmittable from anywhere and by all groups of people. Consider the many different ways we use digital technology and notice the benefits and drawbacks of each. Please discuss how the digital the technology has been very much part of our lives and changes the way we do things especially in communication.   (25 marks)

2. The onset of the Information Age is associated with the Digital Revolution, just as the Industrial Revolution marked the onset of the Industrial Age. The Digital Revolution, also called the Third Industrial Revolution, is the change from analog, mechanical, and electronic technology to digital technology which began anywhere from the late 1950s to the late 1970s with the adoption and proliferation of digital computers and digital record keeping that continues to the present day. Please discuss about digital and analog format as you understand.   (25 marks)

3. There are two types of computer graphic images. It is very important for a designer to understand the nature of these two types of images. Please explain what do you understand about Vector and Raster images with examples.
                                                                (25 marks)

4. Motion graphics combine the languages of film, animation and graphic design, integrating different creative elements like typography, illustration, logos, shapes and video. They are then animated or moved in a way that tells a story. Please give FOUR ways to make sure that the motion graphics work is dynamic and interesting for the viewers. On the other hand, Kinetic typography is the technical name for "moving text"—is an animation technique mixing motion and text to express ideas using video animation. Please explain in detail what you understand about kinetic typography based on your personal experience in handling kinetic typography project.   (25 marks)

5. Video editing is the process of putting together segments of motion video footages, animations, special effects, audio and sound recordings, to make it a final presentable product. With the advent of digital technology, the process of analogue video editing is replaced by non-linear editing (NLE). Please explain what are these two editing techniques and also explain why and how NLE is taking over?   (25 marks)

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